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What Advantages you get from PSD to CSS Conversion?

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For web developers using PSD is the latest craze. PSD opens vast arena of opportunities for a developer who wants to be creative with a web design. A free template cannot give you half the advantages that creating an own template brings to your business. However converting a PSD file into a web compatible format is very important to realize your dreams of getting a perfect website. Essentially PSD needs to be converted into HTML, an advanced version of the markup language. PSD to HTML conversion is a tricky job and thus needs expertise. Converting a PSD file into HTML means you have to slice the PSD file and be involved with a lot of codes.

To give uniformity to the design elements of the website, PSD to CSS conversion is a preferred technique among developers. Let us look at some of the advantages of PSD to CSS conversion:

* With CSS, you separate the content from the design elements of the website. For example if you want every page to use the Times New Roman font and if you want to define it using HTML/XHTML, you have to hand-code each page. This will increase the code base and make the website render slow. With CSS, you can define the font you want and apply it to all the pages uniformly. Separate HTML/XHTML codes are no longer required.

* For attracting search engine crawlers, PSD to XHTML/HTML conversion is not as effective as converting the same first into CSS and then to HTML/XHTML can be. With separate CSS and HTML/XHTML files, you can easily separate text and images from the layout, font and color and thus do away with messy codes. This way search engine crawlers can easily index pages and rank them higher in the search engine results page.

* If you want to make a structural change in the website, you will not need to go into the codes of all pages and do the same. A simple addition or deduction from the CSS file will do the job easily for you. A table based layout is a thing of the past and has been effectively and successfully been replaced by â€œDivsâ€• on the CSS files.

* It is important to build websites that are cross browser compatible. CSS is an advanced language that helps in building websites that can be opened in major browsers such as Internet Explorer, Firefox, Chrome, Opera and Safari without changing the look and functionality of the site. This substantially adds to the viewership of your website.

* Last but not the least CSS decreases the loading time of a website. Since each page has lesser codes they can load faster even for a user with a slow Internet connection. CSS file gets downloaded into the cache and runs from there instead of the server thereby making websites faster.

You need to hire developers who have sound knowledge of PSD to HTML and PSD to CSS conversion to take full advantage of this web development technique.

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